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PEACE. Pat. No. 591. \$2.50 each

PARAMOUNT ROSES • Fall 1946

PARAMOUNT NURSERIES • A. & A. D. Vanderkraats, Props. • WEST GROVE, PA.

Paramount Roses

ARE SCARCE AGAIN THIS YEAR

ROSES are very scarce indeed. The long wet summer of 1945 ruined half the crop harvested last fall, and also made budding difficult and the "take" poor for the crop for this year. Consequently, our stand for this year is less than 40 per cent. This is the general situation all over the East.

In addition to having our smallest crop in ten years, we lost many well-known and valuable varieties because of lack of budwood. These good and popular Roses have disappeared from our list, at least temporarily.

We believe that the quality of our plants is equal to anything that we have ever grown, but there are just not enough of them. We suggest that you order early and plant this fall, as there is little possibility that we will have any Roses left for spring.

The poor production of the past few years and the increasing expense of labor, materials and equipment have caused production costs to rise considerably. You will find this fact reflected in the higher prices listed for some varieties in the following pages. We regret this situation but have no control over it. It seems to be in line with current trends in all lines of business, and we are no exception to the pressure. We hope our customers will understand and will make the best of it, as we are trying to do.



Harrisburg, Pa., Breeze Hill Rose-Garden



Hershey, Pa., Rose-Garden

PARAMOUNT NURSERIES

A. & A. D. VANDERKRAATS, Proprietors

WEST GROVE, PENNSYLVANIA

Near Jennersville in Chester County, Penna.

Phone: West Grove 2711



PARAMOUNT
Standard Dozen Roses
12 Roses for \$11.50

DELIVERY FREE. (See descriptions on pages 10 and 11)

This offer at a reduced price (actually one Rose free) includes our best selection of the available older and better-known varieties. You will find them at the top of every list of the most popular and satisfactory kinds.

This makes an ideal beginners' set. Larger, established gardens will also find these faithful friends needed to complete the Rose picture. They will give you the most for your money.

AMI QUINARD. Dark red.

CONDESA DE SASTAGO. Copper and yellow.

GIRONA. Turkey-red and yellow.

GOLDEN SASTAGO. Buttercup-yellow.

KAISERIN AUGUSTE VIKTORIA. Cream-white.

McGREDY'S SCARLET. Brilliant scarlet.

MRS. E. P. THOM. Clear yellow.

MRS. PIERRE S. du PONT. Golden yellow.

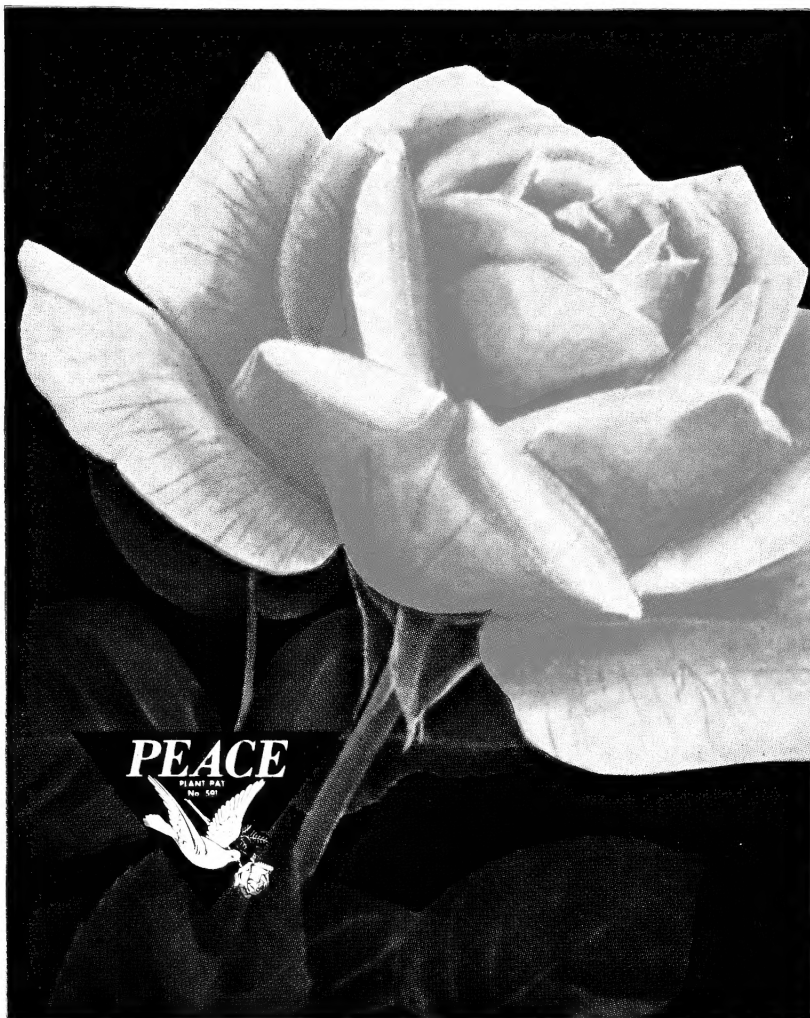
POINSETTIA. Rich scarlet.

PRESIDENT MACIA. Carmine-pink.

SISTER THERESE. Golden yellow.

TALISMAN. Yellow, orange, and scarlet.

You had better plant your Roses this fall. There may be none left for next spring



Peace

Pat. No. 591

\$2.50 each

We recommend membership in The American Rose Society to all Rose-lovers. Write Dr. R. C. Allen, Secretary, Box 687, Harrisburg, Penna.



Mirandy

Pat. No. 632

\$2.00 each

GRANDE DUCHESSE
CHARLOTTE
Pat. Pending
\$1.50 each



These
4
Gorgeous
NOVELTIES
for
\$6.25
Delivery Free



© MARY MARGARET McBRIDE. *Pat. No. 537*
\$1.50 each

Hybrid Tea Roses


The Newer Varieties

Novelty Roses are priced individually, but substantial reductions may be had **IF ORDERED IN GROUPS OF THREE OR MORE OF ONE VARIETY.**

\$1.50 kinds are 3 for \$3.75

\$2.00 kinds are 3 for \$5.00

\$2.50 kinds are 3 for \$6.25

 This symbol indicates that the variety has received an award for excellence from the All-America Selections, a nation-wide organization for testing and scoring all new varieties before they are introduced to the public.

Our list of newer kinds is not as large this year as we would have liked, but lack of budwood and unfavorable growing conditions have seriously reduced the crop. So we are offering the best available under the circumstances.


Novelties, especially patented kinds, are usually priced higher than the older standard kinds. The cost of hybridizing, selecting, and growing ample stock of new Roses is an expensive operation, and the only way that it can be encouraged and continued is to charge a little more for these for the first few years after introduction.

The novelty feature alone is worth the difference in price, as it renovates and rejuvenates your garden. Besides that, most of these newer kinds are distinct improvements over the older kinds and are well worth the extra cost.

So try out some newer kinds this year, especially since there is a shortage of all Rose plants. You will get more pleasure and satisfaction from a few newer sorts than from a large quantity of the older types.


AMERICAN FLAGSHIP. Attractive urn-shaped buds open to high-centered, well-formed, double flowers of velvet-textured *crimson-red*, deeply shaded with rich oxblood tones. Holds color in sun; does not blue. Vigorous grower and free bloomer, with black-spot-resistant foliage. It is a cross of *Crimson Glory*, with many of its parent's characteristics, and was runner-up to *Rubaiyat* in the AARS trials for this year. In color on back cover. *Pat. No. 676.* \$1.50 each

BETTER TIMES. *Cerise-red*; double and very fragrant. Upright grower, none too vigorous but fairly hardy. Very active bloomer with superb flowers for cutting, especially in the fall. Rated the best greenhouse variety ever introduced; splendid outside too, if nursed along a little. *Pat. No. 23.* \$1.50 each

CHARLOTTE ARMSTRONG. Rich *carmine*  to spectrum-red buds open to blooms of deep cerise. Long, slender buds on long stems. Vigorous, free-branching grower with handsome foliage. Blooms in great quantities. *Pat. No. 455.* \$1.50 each


COUNTESS VANDAL. Long-pointed buds open to full, perfect, fragrant blooms, richly adorned in *copper and salmon*, suffused with soft yellow. Vigorous, upright grower that blooms unceasingly. The best of the "salmon" group. *Pat. No. 38.* \$1.50 each

CRIMSON GLORY. Deep, velvety *crimson*. Rich in color, perfect in form, and delightfully fragrant. Thrifty grower of spreading habit and a free bloomer. Rated the best red and the most popular Rose of any color. Shown in color on page 8. *Pat. No. 105.* \$1.50 each

DICKSONS RED. Glowing *scarlet-red*. Large,  beautifully formed, high-centered flower on long stems, with rich fragrance. Unfading color, best in the fall. A grand exhibition type. Winner of the Clay Cup for fragrance. In color on page 8. *Pat. No. 376.* \$1.50 each

ECLIPSE. Long, stream-lined bud of rich *golden yellow*. Vigorous, upright grower producing mildly fragrant flowers on long stems. Unusual, handsome and distinctive. The leader of all yellows. A most prolific bloomer and our favorite Rose. Illustrated in color on page 8. *Pat. No. 172.* \$1.50 each

GOOD NEWS. *Peach-pink*, changing to silvery pink in the open bloom. Full, perfectly formed, tea-scented flowers. Vigorous, bushy and altogether an excellent grower and constant bloomer. A truly door-yard Rose. In color on page 9. *Pat. No. 426.* \$1.50 each


GRANDE DUCHESSE CHARLOTTE. A  grand new shade of *red*. Chestnut color in bud-form, opening to firm-petaled blooms of *begonia-rose*. Some call it *tomato-red*. Buds are long-pointed, on long stems. Flower is large, double, long-lasting, and unfading. Foliage is large, glossy, dark green. The bush is very vigorous, upright and bushy. *Carnation* fragrance. Shown in color on page 5. *Pat. pending.* \$1.50 each

HECTOR DEANE. *Strawberry-pink* from *crimson* buds, diffused with orange, varying quite a lot. Tall, vigorous grower and very floriferous. The intense old-rose perfume is outstanding. *Pat. No. 361.* \$1.50 each


PARAMOUNT ROSES ARE GUARANTEED TO GROW AND BE TRUE TO NAME

McGREDY'S SUNSET. *Saffron-yellow* blushed with delicate orange. Beautiful buds, full shapely flowers, sweetly fragrant. Most vigorous plant and prolific bloomer. *Pat. No. 317.*

\$1.50 each

MARY MARGARET McBRIDE. Gorgeous  deep *coral-pink*, suffused with gold at base. Long-pointed buds open to large, exquisite high-centered blooms, on long stems. Vigorous, hardy grower and generous bloomer, of exhibition type. Luxuriant, smooth, leathery, deep green foliage. Alluring fragrance. Appears in color on page 5. *Pat. No. 537.*


\$1.50 each

MIRANDY. *Gorgeous chrysanthemum-red.* Big,  ovoid buds, often long-pointed, are deep, rich dark red with black shadings. Full flowers of beautiful form are long-lasting and have a wonderful fragrance. Plant is strong, free-branching, with heavy stems and is a grand producer. Shown in color on page 4. *Pat. No. 632.*

\$2.00 each

MME. COCHET-COCHET. *Coppery pink.* Beautiful form, exquisite coloring and sweetly fragrant. Splendid grower, free-flowering, and one of the best of all Roses. *Pat. No. 129.*

\$1.50 each

PEACE. Sensational new Rose. Buds open  yellow, with edges picoté *cerise*; glorious 5-inch blooms of firm, alabaster-white, each petal edged with pink that deepens as the flower slowly opens. Very double, showing a center heart of tawny yellow. The individual petals are large and of great substance. The large exhibition blooms are borne singly on strong, straight stems. The plant is supremely strong and vigorous, with superb foliage. This great new Rose appropriately heralds the dawn of Peace. In color on front cover. *Pat. No. 591*

\$2.50 each

STERLING. Beautiful *pink.* The big, long-pointed bud of brilliant deep pink, with yellow at base, opens into a large bloom, lasting when cut; fragrant. *Pat. No. 21.*

\$1.50 each

TEXAS CENTENNIAL. Bright *vermilion-red.* Long-pointed buds of perfect form that open into large, richly fragrant blooms on long stems ideal for cutting. Color and substance are marvelous in the fall. Unusually vigorous, with an abundance of healthy foliage. Shown in color on page 9. *Pat. No. 162.*

\$1.50 each

WHITE BRIARCLIFF. *Pure white.* Fine form, ideal for cutting; deliciously fragrant. Vigorous and bushy plant. An early and prolific producer. *Pat. No. 108.*

\$1.50 each

IF ORDERED IN GROUPS OF THREE OR MORE OF ONE VARIETY

\$1.50 kinds are 3 for \$3.75

\$2.00 kinds are 3 for \$5.00

\$2.50 kinds are 3 for \$6.25



Spraying Paramount Roses



CRIMSON GLORY
Pat. No. 105. \$1.50 each



© ECLIPSE. Pat. No. 172. \$1.50 each



© DICKSONS RED. Pat. No. 376. \$1.50 each

PARAMOUNT *Special Color Set*

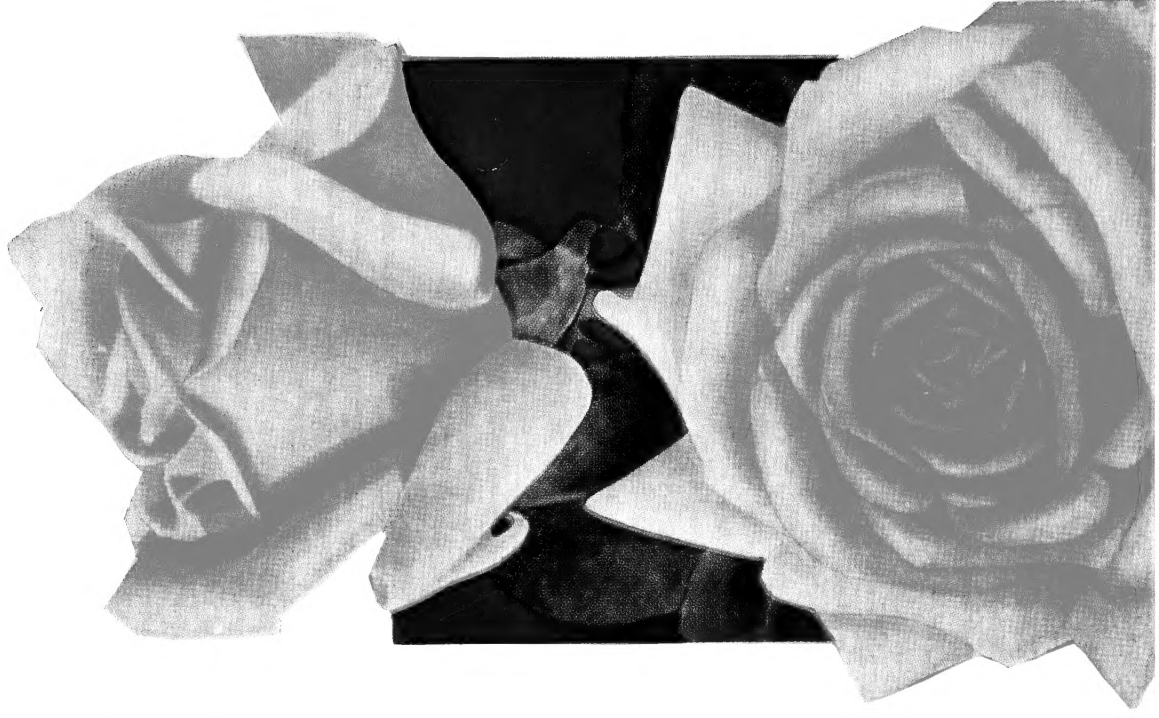
Here is a splendid group of patented Roses, offered at bargain rates, that will brighten up any Rose-garden. Every one has been grown long enough to prove its dependability, and each variety has a distinctiveness all its own.

Order early, for this collection is sure to prove popular.

5 Roses for \$6.25, delivery free



© TEXAS CENTENNIAL
Pat. No. 162. \$1.50 each



GOOD NEWS. Pat. No. 426. \$1.50 each

Hybrid Tea Roses

STANDARD KINDS

Prices of all Standard Kinds \$1.25 each; \$12.50 per doz.

In any combination desired • Delivery Free

Among these, our standard kinds, we have also lost some varieties, due to lack of budwood. Fortunately, we were able to save many of the old favorites and a good selection can still be made.

We feel that this list, with a few exceptions like Etoile de Hollande and Christopher Stone, which are missing this year, represents the best of all the older kinds. They have stood the test of years and are generally satisfactory everywhere.

With the advent of many new varieties in recent years—distinct improvements though they are and well worth the extra cost—one tends to forget the old stand-bys, which oftentimes put the novelties to shame.

You cannot go wrong on any of the Roses in the following list, especially if you are just starting a garden. They are the backbone of every Rose-garden, old or new.

Ami Quinard. *Blackish maroon*, opening into semi-double flowers of rich velvety red, with blackish luster—brilliant and unfading; has old-time fragrance. Strong, upright grower and fine producer.

Autumn. Radiant *burnt-orange*. Exquisitely formed buds, richly colored, open to moderately fragrant flowers that are a rainbow of colors—red, orange, yellow and pink. Upright grower, very vigorous, with large, leathery foliage. Active bloomer.

Betty Uprichard. Two-tone—*salmon and carmine*. A very free and steady bloomer and unusually vigorous grower. Buds are long-pointed, on a good, heavy stem. Sweetly fragrant. Flowers unfurl with one petal tucked back like a cocked hat.

CondesadeSastago. Rich *yellow* buds unfold into copper-color blooms, with yellow on the reverse; fully double, with alluring raspberry fragrance. Exceptionally vigorous and supremely bushy.

Editor McFarland. Deep *pink* that does not fade. Large flowers of excellent form on long stems; long lasting when cut and slightly fragrant. Plant is unusually vigorous.

Frau Karl Druschki. The White American Beauty. *Snow-white* blooms of immense size, fully double and of perfect form. Extremely hardy and vigorous. Good for exhibitions.

Girona. Multicolored—*Turkey-red and golden yellow*. Full, double flowers of beautiful form; rich attar-of-rose fragrance. Free bloomer on tall, sturdy plant.



PARAMOUNT ROSES ARE GUARANTEED TO GROW AND BE TRUE TO NAME

Golden Charm. A deep, unshaded *yellow* sport of *Talisman*. Upright grower, vigorous, and with an abundance of flowers on long stems. Fragrant.

Golden Sastago. *Buttercup-yellow*. Exceptionally strong grower and very free bloomer. Very full flower, richly fragrant. Bushy and heavily foliaged.

Kaiserin Auguste Viktoria. *Cream-white*, with greenish tint in the center. Large and perfectly formed blooms, fully double, on long stems, and richly fragrant. Truly majestic and the best white of all. Constant bloomer and healthy grower.

Margaret McGredy. *Grange-scarlet*. Very large, long-pointed buds and beautiful double flowers, slightly scented. Extremely vigorous grower with healthy, glossy foliage. A tireless worker and wonderful bedding type. Truly *Floribunda*.

McGredy's Scarlet. Velvety brilliant *scarlet*. A stout grower, bearing large flowers of excellent form on long stems. Liberal producer with tough constitution. A very satisfactory Rose.

Mrs. E. P. Thom. *Clear yellow* of uniform color. Vigorous, upright in growth with abundance of foliage and splendid plant habit. Full, double flower, sweetly scented, produced on long stems ideal for cutting.

Mrs. P. S. du Pont. *Golden yellow*—a rich deep color that does not fade. Long-pointed buds and flowers of medium size that come in great profusion; spicy fragrance. Plant is a low grower but stoutly built, with abundance of foliage and is a prolific bloomer. The best all-round yellow garden Rose. Actually *Floribunda*.

Pedralbes. Rich yellow buds open to *creamy white* blooms of large size, with yellow center. Profuse and constant bloomer. Spreading type of growth. Flowers come in clusters on long, graceful stems, with slight fragrance. A great Rose.

Poinsettia. *Rich scarlet*, color even and distinct. Beautifully shaped buds and large, brilliant blooms, slightly fragrant. Tall, healthy grower, profuse bloomer. A very fine Rose.

President Herbert Hoover. *Yellow, orange and scarlet* in a luscious blend of color. Large, glorious blooms come on long, strong stems that make each flower a real bouquet; richly fragrant. Exceptionally vigorous bush that breaks freely and is a very free bloomer. Fine in the fall.

President Macia. Long-pointed buds of rich *carmine-pink*, inside of petals flesh-pink. Strong grower with abundance of leathery foliage. The flowers are large, quite fragrant, on long stems fine for cutting.



Section of Rose-Garden, Cobb's Corner, Pittsburgh, Pa. Mr. Hugh L. Cobb is Rosarian of the Men's Garden Club of Pittsburgh and Counsellor of The American Rose Society.

Radiance. The most dependable Rose in America—the standard for all others. Brilliant *carmine-salmon* with reverse rose-color. Its thrifty habit of growth and rugged character reach perfection. The most popular and most successfully grown variety in the country.

Red Radiance. *Clear, genuine red*. The counterpart of *Radiance* and its inseparable companion in the garden. Has all the dependable and admirable qualities of *Pink Radiance*, but has a richer color.

Roslyn. *Golden yellow* with reverse orange. A cut-flower type that does exceedingly well outside. Bud of excellent form; large bloom of unfading color, slightly fragrant. An active bloomer with a compact, vigorous bush.

Sister Therese. "The Little Flower." *Golden yellow*; bud touched with orange-carmine. Exquisite, long-pointed bud, making a fine, fragrant cut-flower. Vigorous, active grower of spreading habit, and a very free bloomer.

Souv. de Claudius Pernet. *Pure yellow*—sunflower-yellow. Large, full flowers of rich, unfading color; very mild scent. A florist's Rose that is still very popular in the garden. Plant upright, vigorous and very free flowering.

Talisman. Beautiful mixture of *golden yellow, orange and scarlet*, varied in every bloom. Richly colored buds on long stems, fine for cutting, especially in the fall; very fragrant. Upright, vigorous grower and constant bloomer. Most widely known Rose.

Prices of all Standard Kinds: \$1.25 each; \$12.50 per doz. In any combination desired • Delivery Free

PARAMOUNT ROSES ARE GUARANTEED TO GROW AND BE TRUE TO NAME

Floribundas

LARGE-FLOWERING BEDDING ROSES

Betty Prior. *Bright red* buds open to single flowers of shell-pink, giving glorious two-tone effect, resembling pink dogwood. Prolific bloomer. Grows to 3 feet. Outstanding. *Pat. No. 340.* \$1.25 each; 3 for \$3.15

Donald Prior. *Brilliant scarlet.* Large semi-double flowers borne in great profusion. Very spectacular. Sturdy and vigorous, reaching 3 feet. Makes beautiful combination with Betty Prior. *Pat. No. 377.* \$1.25 each; 3 for \$3.15

Floradora. Dazzling *bright cinnabar color* with shades of scarlet. A spectacular show especially in mass planting. Buds are exquisitely formed, produced in profusion on a neat, symmetrical bush. Foliage glossy olive-green. Grows to height of 2½ feet. *Pat. pending.* \$1.50 each; 3 for \$3.75

Permanent Wave. A strong-growing *cochineal-red* bedding Rose. Petals are peculiarly waved, which gives an unusually novel appearance to the clusters of large flowers, hence its name. A perfect hedge-plant with height of 2½ feet. *Pat. No. 107.* \$1.25 each; 3 for \$3.15

Pinocchio. Lovely *salmon-pink*, flushed with gold. Beautiful flowers come in sprays, splendid for corsages or bouquets. Free-branching, continuous and prolific bloomer with dark green foliage. Fruity fragrance. Height 2 feet. *Pat. No. 484.* \$1.25 each; 3 for \$3.15

Summer Snow. *Pure white*, very double blooms; sweetly fragrant. Profuse bloomer. About 20 inches tall. *Pat. No. 416.* \$1.25 each; 3 for \$3.15

World's Fair. *Velvety crimson scarlet.* Large clusters of rich red cover the bush continuously. Big double flowers. Healthy, vigorous and prolific. Grows 2½ to 3 feet. Makes a spectacular show. *Pat. No. 362.* \$1.25 each; 3 for \$3.15



PINOCCHIO

Pat. No. 484

*The
Finest
Floribunda*

WHEN TO PLANT ROSES

Proper planting time in the fall is from November 1 until freezing weather; in the spring, from early March, when the ground opens up, until April 30. Order early to insure your desired selection, and plant early each season for real Rose success.

We recommend fall planting as the best.

Hardy Climbing ROSES

Climbers furnish excellent mass decoration in the garden. Hardy Climbing Roses grow with very little protection and care. A climber needs little space, for it can be trained to a support such as fence, pillar, or against the side of a house or garage.

If you plant one climber, we are sure you will want more.

King Midas. Pat. No. 586.

\$1.50 each

©



©

Blaze. Pat. No. 10. \$1.50 each.

Blaze. The everblooming Paul's Scarlet. Bright *scarlet* color that holds well. Blooms in masses of large, well-shaped flowers on long stems. At its best when trained on a pillar or post. Pat. No. 10.

\$1.50 each; 3 for \$3.75

Climbing American Beauty. *Crimson.* Large, fragrant flowers of fine form, borne in clusters. Blooms early in the season.

\$1.25 each; 3 for \$3.15

Doubloons. A radiant *yellow* climber with large, compact, double blooms coming in clusters; spicy fragrance. Vigorous grower with long, heavy canes. Noted for hardiness. Beautiful foliage of dark, velvety green. Blooms in midseason and tends to rebloom later. Pat. No. 152.

\$1.50 each; 3 for \$3.75

King Midas. *Golden yellow.* Vigorous and fast grower with large double flowers, slightly fragrant. Dark green, leathery foliage. An early bloomer. Pat. No. 586.

\$1.50 each; 3 for \$3.75

Paul's Scarlet Climber. *Brilliant scarlet.* The flowers are large and beautifully formed, borne in clusters and making a vivid splash of color that holds clear and true. The blooms come on long stems, good for cutting. Medium grower, ideal for pillars. Blooms in midseason.

\$1.25 each; 3 for \$3.15





A climbing Rose bush gives more bloom per foot of ground space that it occupies than almost anything you can plant. It puts on a marvelous show in its season and many modern varieties are repeat bloomers. If you have room, by all means enjoy the mass effect produced by a group of climbers, as pictured here, but by all means have at least a few of them.

HOW TO PLANT ROSES

Rose-beds should be prepared well in advance of the arrival of the plants.

Roses require sun, at least half of the day. Protection from strong winds is also desirable. The beds should be placed where the soil is naturally well drained, or drainage should be provided. The soil should be good garden loam. If it is poor, remove the top 8 to 10 inches, spade up the bottom, mixing in some good manure, and replace the top portion with good top-soil, letting it settle well before planting.

The Roses should be planted about 12 to 15 inches apart each way, varying the distance somewhat, depending on the vigor and spread of the varieties selected.

All Roses should be planted as soon as received. But the bundles can usually be kept intact for a week, if kept in a cool, dark place. If delayed in planting for more than one week, remove the plants from the bundles, and hill them in carefully in a shady and moist place, until wanted.

When planting in the fall, no pruning is necessary, but cutting back to 6 to 8 inches can do no harm. Immediately after planting, hill the soil around each plant for at least 6 inches.

In planting in the spring, trim the branches back to 4 to 5 inches. If planting late in the spring, when it is warm, and it often is after the middle of April, hill the soil up slightly and keep the plants shaded from the sun for several weeks; water well each day.

Full planting directions are sent with each shipment, and one should read them carefully before proceeding with the job.

The best spray for Roses is TRI-GEN, a complete insect spray and fungicide. It stimulates plant-growth and is harmless to foliage or blooms. It is convenient, easy and pleasant to use and is triple acting. It can be purchased at most seed stores or in any garden department of general stores. If you cannot secure it locally, please write to us and we will secure it for you.



Dr. J. Horace McFarland, dean of American rosarians, making notes in his garden, Breeze Hill, Harrisburg, Pa.

PARAMOUNT ROSES ARE GUARANTEED TO GROW AND BE TRUE TO NAME

From _____

PLACE
STAMP
HERE

PARAMOUNT NURSERIES

A. & A. D. VANDERKRAATS, *Props.*

WEST GROVE, PENNA.



PARAMOUNT NURSERIES

WEST GROVE, PENNA.

Flamingo "Washington" taking off for Amsterdam, Holland

The American Flagship ROSE

ILLUSTRATED ON BACK COVER

Pat. No. 676

\$1.50 each

3 for \$3.75

Attractive urn-shaped buds open to high-centered, well-formed, double flowers of velvet-textured crimson-red, deeply shaded with rich oxblood tones. Holds color in sun; does not blue. Vigorous grower and free bloomer, with black-spot-resistant foliage.

This is a cross of Crimson Glory and has inherited many of its parent's fine characteristics. It was runner-up to Rubaiyat in the AARS. trials for this year.

It is proposed to reproduce a picture of this new Rose on the fuselage of each ship of the American Air Lines and to christen it properly in many of the large city airports.

All down through the ages, the Rose has carried the spirit of romance and adventure. It permeates the pages of history and fiction and has inspired the world of poetry and music. The Rose is truly the Queen of Flowers and the symbol of the good things of life. It is eminently fitting in this modern age, so well foreshadowed and typified by the airplane, that the picture of the Rose should be carried into the skies, and up there as on earth, carry the spirit of greater and finer things to come.

The American Flagship Rose is well worth the honor bestowed upon it and will be remembered for many a day.



The American Flagship "Washington" taking off for Amsterdam, Holland



AMERICAN FLAGSHIP. \$1.50 each; 3 for \$3.75

Plant Patent No. 676

PARAMOUNT ROSES • Fall 1946

PARAMOUNT NURSERIES • A. & A. D. Vanderkraats, Props. • WEST GROVE, PA.
